

CHAPTER II

THEORETICAL FOUNDATION

2.1. Introduction

Television could be the most preferred media on children perspective. The influence of watching television can be positive and negative impacts on children buying behavior. Those impacts could affect the behavior of children in family decision making of products. This chapter will discuss about the definition and types of advertising of advertisement, advertising and children, television advertisements and children in family decision making and the impacts of television advertisements on children buying behavior.

2.2. Definition and Types of Advertisement

Nowadays, the definitions of advertisement are varied. For example, journalist can define advertisement as a communication, public relations, or persuasion process. Business people can define it as a marketing process.

According to Arens (2002, p.7), “advertising is the structured and composed non personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media”. Table 2.1 indicated the characteristics of media. Each of media like television, radio,

magazines, newspapers, outdoor (hoarding), direct mail, and internet and interactive media has their own advantages and disadvantages.

Table 2.1
Media Characteristics.

Media	Advantages	Disadvantages
Television	<ul style="list-style-type: none"> • Mass coverage • High reach • Impact of sight, sound, and motion • High prestige • Low cost per exposure • Attention getting • Favorable image 	<ul style="list-style-type: none"> • Low selectivity • Short message life • High absolute cost • High production costs • Clutter
Radio	<ul style="list-style-type: none"> • Local coverage • Low cost • High frequency • Flexible • Low production costs • Well-segmented audiences 	<ul style="list-style-type: none"> • Audio only • Clutter • Low attention getting • Fleeting message
Magazines	<ul style="list-style-type: none"> • Segmentation potential • Quality reproduction • High information content • Longevity • Multiple readers 	<ul style="list-style-type: none"> • Long lead time for ad placement • Visual only • Lack of flexibility
Newspapers	<ul style="list-style-type: none"> • High coverage • Low cost • Short lead time for placing ads • Ads can be placed in interest sections • Timely (current ads) • Reader controls exposure • Can be used for coupons 	<ul style="list-style-type: none"> • Short life • Clutter • Low attention-getting capabilities • Poor reproduction quality • Selective reader exposure
Outdoor	<ul style="list-style-type: none"> • Location specific • High repetition • Easily noticed 	<ul style="list-style-type: none"> • Short exposure time requires short ad • Poor image • Local restriction

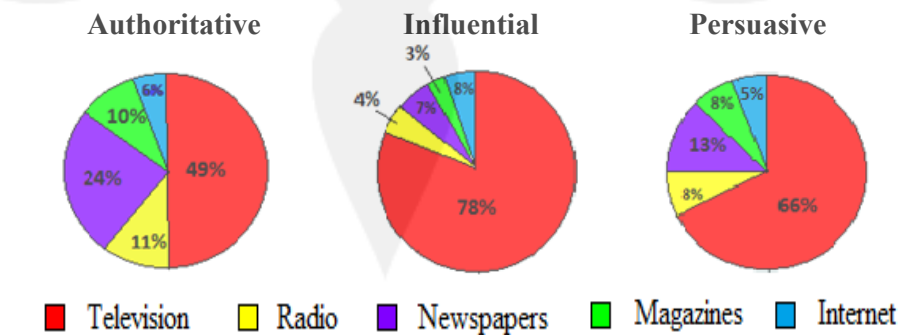
Media	Advantages	Disadvantages
Direct mail	<ul style="list-style-type: none"> • High selectivity • Reader controls exposure • High information content • Opportunities for repeat exposures 	<ul style="list-style-type: none"> • High cost/contact • Poor image (junk mail) • Clutter
Internet and interactive media	<ul style="list-style-type: none"> • User selects product information • User attention and involvement • Interactive relationship • Direct selling potential • Flexible message platform 	<ul style="list-style-type: none"> • Limited creative capabilities • Web snarl (crowded access) • Technology limitations • Few valid measurement techniques • Limited reach

Source: Belch and Belch (2007, p.329)

According to Arens (2002) in the U.S. 49 percent of viewers believe television is the most authoritative advertising source, compared to only 24 percent for newspapers, 10 percent for magazines, and 11 percent for radio. Television was also rated as the most influential, persuasive, and exciting media (Arens, 2002).

Figure 2.1

Viewers rate television as the most authoritative, influential, and persuasive medium.



Source: Arens (2002, p.510)

2.3. Advertising and Children

Television is like a vehicle through which advertiser can reach children easily. According to Belch and Belch (2007) in the U.S. about 80 percent of all advertising targeted to children falls within four product categories: toys, cereals, candy, and fast-food restaurants. Advertiser spend more than \$ 12 billion a year to reach children as they are an important target market, in terms of both their direct purchases and their influence on family purchase decisions (Belch and Belch, 2007).

The influence that children have on parental purchases is embraces the following areas (McNeal, 1992):

1. Items for the children, including snacks, toys, consumer electronics, clothing, and hobbies equipment and supplies.
2. Items for the home, including furnishings, television sets, stereo systems, and foods and beverages for meals.
3. Non-household items for family members, including vacations, automobiles, clothing, restaurant meals, and recreation.

Some critics argue that children are especially exposed to advertising because they need the experience and knowledge in order to understand and evaluate critically the purpose of persuasive advertising appeals (Belch and Belch, 2007). Research has show that children need more than a skeptical attitude toward advertising; they must understand how advertising works in order to use their cognitive defenses against it effectively (Belch and Belch, 2007). Because of children's limited ability

to understand the aim of selling of a message or identify a commercial, critics charge that advertising to them is essentially unfair and unreliable and should be banned or severely controlled.

According to Belch and Belch (2007) there are seven basic principles underlining the guidance for advertising directed to children:

1. Advertisers should always take into account the level of knowledge, sophistication and maturity of the audience to which their message is primarily directed. Younger children have a limited capability for evaluating the credibility of information they receive. Therefore, advertisers have a special responsibility to protect children from their own susceptibilities.
2. Children are imaginative and this sense plays an important part of the growing-up process. Therefore, advertisers should exercise carefully to not exploit unfairly the imaginative quality of children. Unreasonable expectations of product quality or performance should not be stimulated directly or indirectly by advertising.
3. Products and content inappropriate for children should not be advertised or promoted directly to children.
4. Recognizing that advertising may play an important part in educating the child, advertisers should communicate the information honestly and accurately way and in understandable language to young children with full recognition that the child may learn practices from

advertising which can affect his or her decision or behavior that eventually affect his or her health.

5. Advertisers are urged to take advantage on the potential advertising to influence children's behavior by developing advertisements that address to positive and beneficial social behavior, such as friendship, kindness, honesty, justice, generosity, and respect for others.
6. Care should be taken to incorporate minority and other groups in advertisements in order to present positive and pro-social roles and role models wherever possible. Social stereotyping and appeals to prejudice should be avoided.
7. Although many factors affect a child's personal and social development, it remains the major responsibility of the parents to provide guidance for children. Advertisers should contribute to this parent-child relationship in a beneficial behavior.

2.4. Television Advertisements and Children in Family Decision Making

Nowadays, marketers try to attract the audiences with variety of form advertisement. Television is become the preferable media especially for children because now most people have television at home, because television has advantages like the visual motion that other media do not posses. Children are going to be a good target market because if we can win it by giving awareness they will become loyal customers.

There has been a trend toward children that they play important role in the process of family decision making. Many earlier researches have conclude that children's participation in family purchasing decision is increase and television advertisements are play important role on defining their product choice and buying behavior pattern (Mittal *et al.*, 2010).

In India advertising has become a huge multimillion dollar industry that has an enormous impact on the children development (Clay, 2000 cited in Mittal, *et al.*, 2010). According to Mittal *et al.* (2010), India parents believe there is a changing behavior of their children when they watch television advertisements. Priya *et al.* (2009) reported that parents in India also agreed that advertisements play a major role on influencing their (parents as well as children) purchase decision.

According to McNeal (1992), cited in Ekasasi, 2005, p.31 following are factors that allow children to influence the family decision-making:

1. Parents are having fewer children and therefore tend to give each child more things and more say so in buying things.
2. There are an increasing number of one-parent households in which the child is expected to participate more in household decision-making.
3. Having children is often postponed until later in life when parent's careers are established and "nest eggs built". When children do arrive they are given much more attention. Part of this attention is in the form of letting children join in with parents when planning purchases.

4. Almost 70 percent of households both parents work (and are working longer hours) and they therefore expect more household participation from the kids. What parents used to consider as influence is increasingly becoming children's responsibility.

2.5. The Impacts of Television Advertisements on Children Buying Behavior

Television advertisements allow companies to show and tell about their products or services to audiences. Advertising try to touch their audience with some attractive views, sound, and so forth to be effective on influencing consumer's purchasing behavior. An additional point must be made for children and television viewing networks today about promote the branding process because it can change a child as a viewer into a consumer who will likely purchase the advertised product (Schiffman and Kanuk, 2007). Television advertisements offer products, brand-related ideas, and information to children that will result in a purchase request to parents (Sullivan, 2005 cited in Mittal, *et al.*, 2010).

Wilson and Wood (2004) cited in Mittal, *et al.*, 2010, said that due to the constant exposure of television advertisement to children, they are able to differentiate between good and bad products, so they able to convince their parents easily to purchase the product they desire. According to Mittal, *et al.* (2010), their research study points result that children play a very imperative role on influence the decisions of the family, sometimes parents even seek their children's advice.